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SIPDIS

STATE FOR EB/TPP/IPE (CLACROSSE, JOELLEN URBAN)  
DEPT PLS PASS USTR FOR JENNIFER CHOE-GROVES, JIM SANFORD  
COMMERCE PLEASE PASS USPTO

E.O. 12958: N/A

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SUBJECT: GOF STEPS UP ANTI-COUNTERFEITING PLAN

NOT FOR INTERNET DISTRIBUTION

1. (U) The French Ministry of Economy, Finance and Industry launched an anti-counterfeiting campaign on April 3 designed to persuade consumers not to buy counterfeit goods through public service announcements on television and on the Internet, as well as on a special website ([www.non-merci.com](http://www.non-merci.com)). A special exhibit on the risks of counterfeiting will also tour France. The first stop of the exhibit will be in Cannes, between April 7 and May 7.

2. (U) Inaugurated by French Industry Minister Francois Loos, the 5 million euro campaign, financed by both the National Intellectual Property Institute INPI and the Ministry of Economy, Finance and Industry, features five positive aspects of combating counterfeiting: protecting consumer health and safety, defending jobs, fighting against organized crime and terrorism, protecting innovation and preserving French competitiveness.

3. (U) This campaign is part of a wider government plan, which will include reinforcing French anti-counterfeiting laws and regulations, especially through implementation of the April 29 2004 EU Directive on the enforcement of intellectual property rights. A draft bill on transposing the directive should be presented to Prime Minister Dominique de Villepin later the week of 3 April.

4. (U) Finally, the government will also organize a meeting with enterprises and on-line service providers to discuss means to prevent distribution of counterfeit products on the web.  
Stapleton